

*Hussmann eNews ... Bringing you news, information and insights regarding Hussmann, our products and services, and the food industry.*

**March 2012**

ADVERTISEMENT

## *Welcome to Hussmann eNews!*

We are pleased to bring you the first issue of *Hussmann eNews*, a newsletter designed for [Hussmann](#) customers, industry associates and friends. With each issue, *Hussmann eNews* will bring you news about our company, insights regarding industry topics and helpful information about our products and services that enable superior performance in food retailing. We hope you enjoy the newsletter. If you have a question or comment for *eNews*, or would like to add any of your associates to our mailing list, contact us at [Hussmann\\_eNews@irco.com](mailto:Hussmann_eNews@irco.com).

---

### **COMPANY NEWS**

#### *Hussmann and Nualight Form Co-Development Alliance ... Delivering innovative merchandising solutions for food retailers*

Responding to the merchandising and energy saving needs of its customers, Hussmann has entered into a co-development alliance with Nualight Ltd to provide visual merchandising solutions to food retailers. "Our alliance with Nualight fits well, strategically, with our corporate mission to help food retailers sell more products to their customers," said Mike Higgins, Senior Vice President Marketing, Strategic Planning and Business Development. "This alliance brings together the innovation and technology development of two leaders who understand merchandising solutions for the food retail industry."

[Hussmann/Nualight Press Release](#)



---

### **NEW PRODUCTS**

#### *New Freedom Line... Full-Size Merchandising in a Plug and Play Solution*

Hussmann's new [Freedom Line](#) reach-in offers the merchandising capabilities of a full-size merchandiser, in a plug and play solution that includes a field-installed condensing unit and heated condensate pan on top. Its narrow footprint saves floor space and its efficient design helps to keep energy costs low.

[Freedom Line Product Sheet](#)



---

## **THE BOTTOM LINE**

### ***EcoShine LED Upgrades Result In More Than \$473,000 In Utility Company Rebates***

Hy-Vee supermarkets in the Kansas City area sought to increase energy efficiency, while also taking advantage of financial incentives offered by local utility companies. Hussmann EcoShine LED lighting upgrades have resulted in more than 3,700,000 kWh in annual energy savings and more than \$473,000 in utility company rebates.

[Hy-Vee Case Study](#)



---

## **INSIGHTS**

### ***Hussmann and Kansas State University Collaborate on Meat Freshness Study***

Recently released results from a collaborative project between Kansas State University and Hussmann show LED lighting will extend the shelf life of meat, provide better product color stability and improve the efficiency of meat display cases.

[More details.](#)

[K-State Research Exchange](#)

[Meat Freshness Study Thesis](#)



---

We hope you enjoy reading Hussmann eNews. If you would like to add others to the distribution or send us comments regarding the newsletter, [click here.](#)

[ADD ASSOCIATES TO DISTRIBUTION](#)

[COMMENTS ABOUT HUSSMANN ENEWS](#)

*Hussmann eNews* is distributed periodically to Hussmann customers and industry associates. Hussmann Corporation is a leading manufacturer of display merchandising equipment and refrigeration systems for customers throughout the world. The company serves a variety of customers involved in the global cold chain, including supermarkets, mass merchants, warehouse clubs, convenience stores, drug stores and foodservice establishments. For more information about Hussmann, please visit <http://www.hussmann.com/>.

Hussmann Corporation, 12999 St. Charles Rock Road, Bridgeton, MO 63044